

New Jersey Turnpike Authority  
Request for Information  
Non-Toll Revenue Generating Opportunities and  
Tradenname and Trademark Merchandizing Opportunities

Section I

**Introduction:**

The New Jersey Turnpike Authority (“Authority”) operates and maintains two roadways, namely the New Jersey Turnpike (“Turnpike”) and the Garden State Parkway (“Parkway”). The Authority’s primary means of financing its operations is through the collection of tolls. The Authority seeks to increase its operating revenue through non-toll revenue sources. Therefore, the Authority is soliciting information from private firms (“Firms”) regarding non-toll revenue generating opportunities. Specifically, the Authority desires ideas and concepts from Firms with respect to non-toll revenue generating business opportunities at Authority service area facilities located on the Turnpike and Parkway (collectively, “Roadways”). Examples of ideas include, but are not limited to, naming rights for the service areas and the installation of truck washes. (See List of Authority Facilities in Exhibits A and B). In addition, the Authority seeks revenue generating concepts with respect to retail marketing of the Roadway’s tradenames, trademarks, logos and/or any other marketable Authority items. (See List of Authority tradenames, trademarks and logos in Exhibit C).

**Background:**

The Authority is dedicated to the safe, efficient movement of people and goods over two of the busiest toll roads in America, namely, the Turnpike and the Parkway. These highways are a critical link in the transportation network of the Northeastern United States and the safest, quickest and most convenient route for hundreds of thousands of commuters, truckers and recreational travelers every day. The Turnpike was the first toll road in New Jersey and the third in the nation when it opened in 1951. It has grown over time from 118 miles to 148 with the addition of the Newark Bay Hudson County Extension, the Pearl Harbor Memorial Turnpike Extension, the Western Spur and the I-95 Extension. The Parkway, which opened to traffic in 1954, passes through 50 municipalities in 10 counties between the Cape May-Lewes Ferry in Cape May and the New York State line at Montvale.

The Authority owns twelve (12) service areas on the Turnpike and nine (9) on the Parkway. Each service area contains facilities for the sale of fuel, oil and other related products in addition to restaurant facilities which offer a variety of services, including choices of nationally recognized retail food concepts, restrooms, travel information concessions, gift retail shops and additional amenities 24-hours a day. The Authority leases the service area facilities to entities that have the experience and capability to offer the highest quality of service to the motoring public.

## Section II.

### **Submission Requirements:**

1. The Authority requests information from Firms as stated in the Introduction of the RFI. **ONLY type-written responses** (“Responses”) will be accepted and should be addressed to: Andrea E. Ward, Director, Purchasing Department, New Jersey Turnpike Authority, P.O. Box 5042, Woodbridge, New Jersey, 07095-5042. One (1) original and (3) three copies of the Response must be received no later than 4:30 p.m. EST, **April 28, 2011**. Responses submitted after the specified deadline may not be considered.
2. The Responses may include, but is not limited to, a Firm’s qualifications, prior experiences similar to this RFI, Firm’s standard literature. The Authority may request that Firms provide a product demonstration and/or a concept presentation at the Authority’s Administration Building stated in No. 1 above.
3. The provision of contract terms and conditions is not requested nor will it be considered by the Authority.
4. The Authority shall not be liable for any costs incurred by any Firm in the preparation of their Response requested by the RFI.
5. The Authority reserves all rights at law and equity including the right to reject and/or accept any and/or all comments submitted in the Responses to this RFI. No Firm shall have any rights against the Authority arising out of the contents of this RFI, the receipt of information or the incorporation or rejection of comments in the resulting Request for Proposal.
6. Response to this RFI shall not be considered in the evaluation of any proposal or bid submitted in response to a solicitation of services/goods contemplated in the RFI. At such time as the Authority issues an RFP or Request for Bids for these services, each RFP or Request for Bids will be evaluated on its own merits and no weight will be given or withheld due to submission or failure to submit information for this RFI.
7. Firms should clearly state which, if any of the information they provide is deemed proprietary in nature. The Authority reserves the right to use any information not so marked, as it deems necessary. The Authority further reserves the right to use any information in the Response to this RFI in developing future procurement documents.
8. If you have any questions, please contact Ms. Sherri Jennings, Purchasing Administrative Assistant at (732) 750-5300 Ext. 8628.

## **Exhibit A**

### **New Jersey Turnpike Service Areas**

Vince Lombardi (13S)	MP 116E
Alexander Hamilton (12S)	MP 111.6
Grover Cleveland (10N)	MP 92.9
Thomas Edison (10S)	MP 92.9
Joyce Kilmer (8N)	MP 78.7
Molly Pitcher (7S)	MP 71.7
Woodrow Wilson (6N)	MP 58.7
Richard Stockton (6S)	MP 58.7
James Fenimore Cooper (4N)	MP 39.4
Walt Whitman (3S)	MP 30.2
John Fenwick (1N)	MP 5.4
Clara Barton (1S)	MP 5.4

## **Exhibit B**

### **Garden State Parkway Service Areas**

Montvale	MP 171
Brookdale North	MP 153.1
Brookdale South	MP 152.9
Vauxhall	MP 142.2
Cheesequake	MP 124
Monmouth	MP 100
Forked River	MP 76.0
Atlantic City	MP 41.3
Ocean View	MP 18.0

## Exhibit C

### New Jersey Turnpike Authority Registered Trademarks

New Jersey Turnpike Trailblazer



Garden State Parkway Trailblazer

